

Global AI Museum Guide Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global AI Museum Guide market size is predicted to grow from US\$ 275 million in 2025 to US\$ 761 million in 2032; it is expected to grow at a CAGR of 15.8% from 2026 to 2032.

AI Museum Guides are interactive guide systems that combine artificial intelligence (AI), voice recognition, and augmented reality (AR) technologies, designed specifically for museums, art galleries, and historical sites. These systems provide personalized guided tours through smart devices such as headsets, smart glasses, or mobile applications. The system can analyze visitors' locations, interests, and questions in real time, dynamically adjusting the content of the explanations, providing multilingual support, detailed background information, historical stories, and relevant information about artworks or exhibits. Through AI technology, the guide system not only enhances visitor engagement and interactivity but also provides intelligent recommendations based on visitor behavior data, offering museums precise data analysis and marketing support. Upstream raw materials mainly include smart hardware, sensors, processing chips, displays, and audio systems, while downstream suppliers primarily serve museums, exhibition institutions, cultural heritage preservation units, and educational institutions. The future lies in the integration of augmented reality and virtual reality (VR), the application of precise positioning technology, and data mining and content optimization to provide a deeper level of immersive experience. In terms of demand and business opportunities, with the digital transformation of the global museum industry and the increasing demand for personalized services from tourists, the AI museum guide market will continue to expand, especially in Asia, Europe and North America, where it has great potential.

United States market for AI Museum Guide is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI Museum Guide is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for AI Museum Guide is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI Museum Guide players cover Musa, AITourPilot, Zapt Tech, aReception.ai, Promobot, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'AI Museum Guide Industry Forecast' looks at past sales and reviews total world AI Museum Guide sales in 2025, providing a comprehensive analysis by region and market sector of projected AI Museum Guide sales for 2026 through 2032. With AI Museum Guide sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI Museum Guide industry.

This Insight Report provides a comprehensive analysis of the global AI Museum Guide landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI Museum Guide portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI Museum Guide market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Museum Guide and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI Museum Guide.

This report presents a comprehensive overview, market shares, and growth opportunities of AI Museum Guide market by product type, application, key players and key regions and countries.

Segmentation by Type:

Large Language Model Access Capability

Voice Interaction Capability

Visual Recognition Capability

Others

Segmentation by Technical Form:

Mobile Apps/Mini Programs

Digital Human Guides

Embodied Intelligent Robots

Others

Segmentation by Service Content:

Personalized Guided Tour Routes

In-depth Interpretation of Cultural Relics

Interactive Experience Design

Segmentation by Application:

Museums

Art Galleries

Historical Sites

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Musa

AITourPilot

Zapt Tech

aReception.ai

Promobot

Awea Intelligence

ViitorCloud

HAITUN

Mad Systems

BOWEN

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